



SMART  PRICER

Analysis of ticketing data & Price Optimization

PITZTAL
**HOCH
ZEIGER**
EINFACH MEHR GENUSS

Berlin, 2021

Background and challenges of the Hochzeiger ski resort in Ticketing

Background



Company: Hochzeiger Bergbahnen ski resort



Geography: Austria – Pitztal



Ticket sales: +8 Mio. EUR



Kilometers of slopes: 40 km



Ticketing system: Skidata



Pricing strategy: Static



Challenges

Online sales below 5%

Stagnating ticket sales



Prices only partially represent demand

Showcase Hochzeiger: Three steps towards a data-based pricing

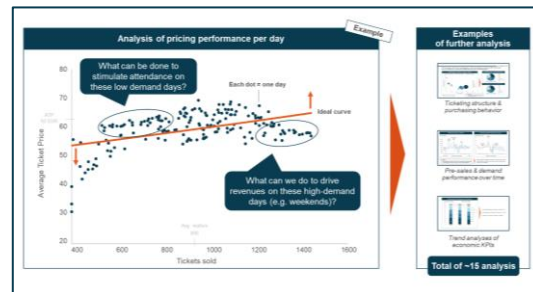


Thomas Fleischhacker
CEO
Hochzeiger
Bergbahnen

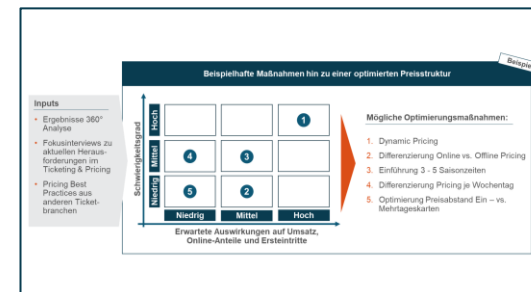


"In the age of a rapidly advancing digitization, it is important to stay up to date. Smart Pricer's analyses have shown us how dynamic pricing can be implemented in the future."

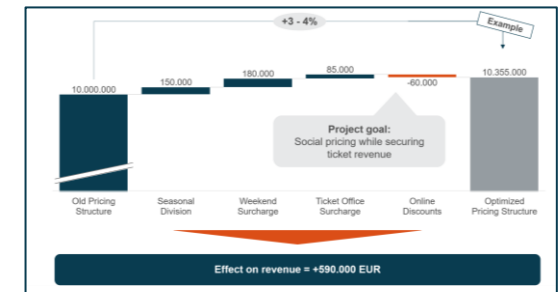
Our data analysis & Price Optimization can be conducted in three steps



- Analyze historical ticketing data with SP Analytics Toolkit
- Provide a "long-list" of 5-10 improvement measures
- Optional: Benchmark of ski-resort best-practices

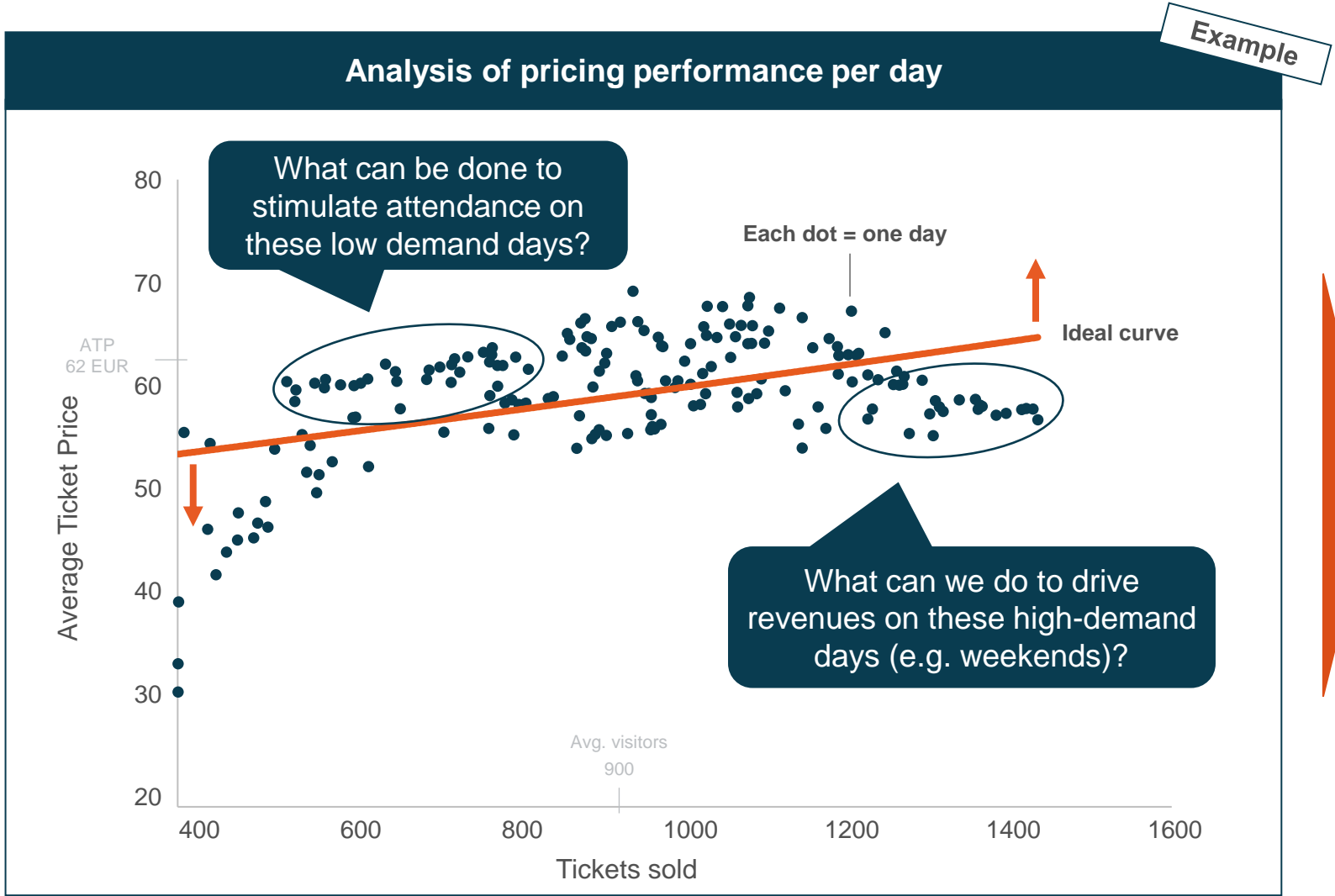


- Present results of data analysis and "long-list"
- Share best practices from other ticketing industries
- Joint discussion to derive a "short-list" of 3-5 measures



- Simulate revenue impact of 3-5 short-listed measures
- Create various scenarios with different price settings

1 At first we analyse historic data using our proprietary SP Analytics Toolkit



Examples of further analysis

Ticketing structure & purchasing behavior

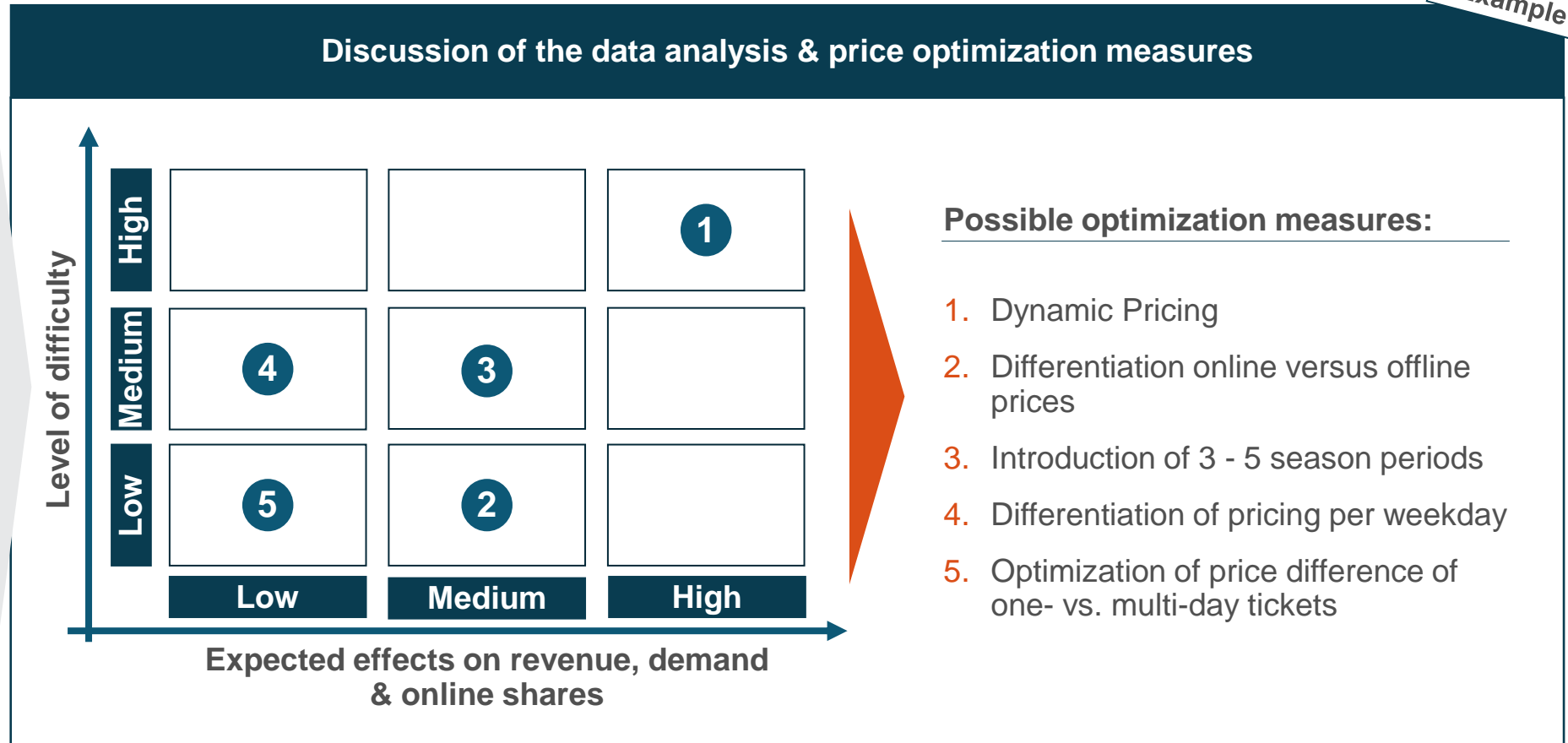
Pre-sales & demand performance over time

Trend analyses of economic KPIs

Total of ~15 analysis

2 In a workshop a short-list of 3 – 5 price optimization measures are jointly derived from the results of the data analysis

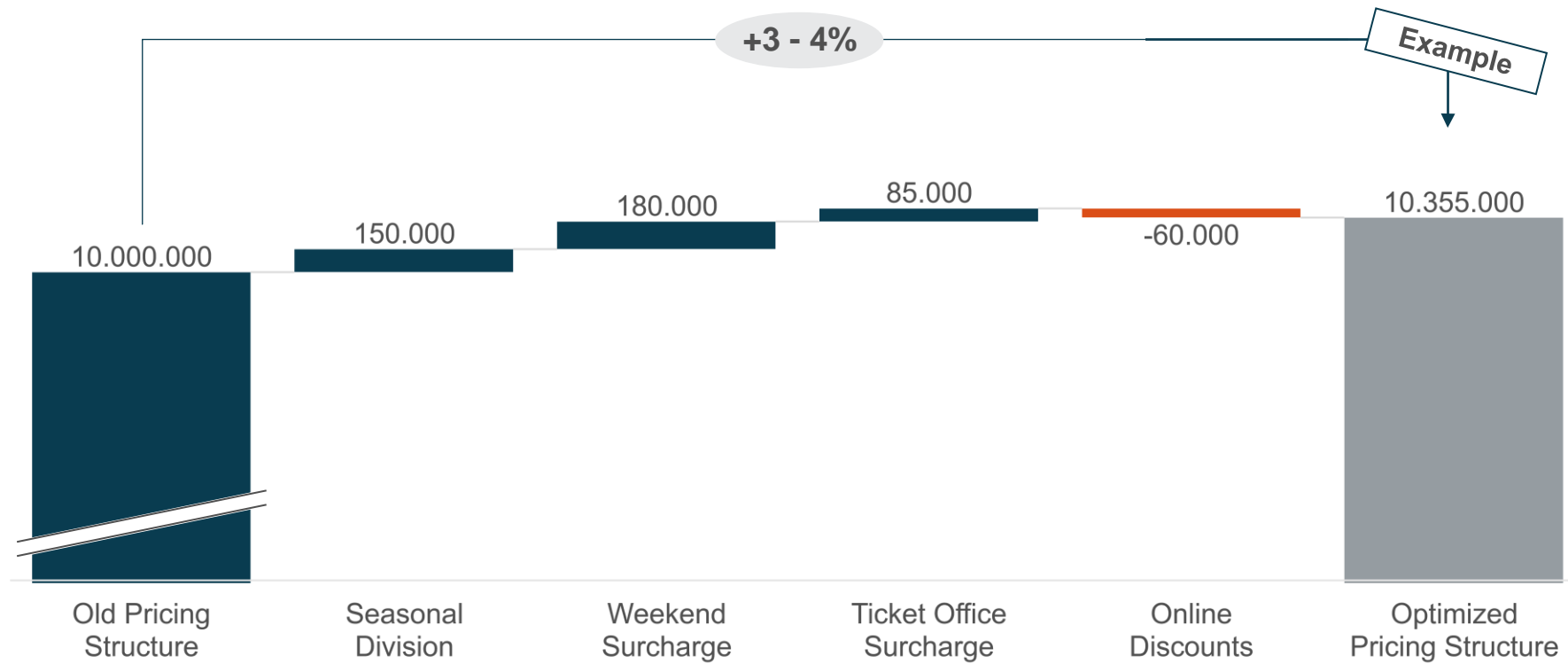
Example



- Possible optimization measures:**
1. Dynamic Pricing
 2. Differentiation online versus offline prices
 3. Introduction of 3 - 5 season periods
 4. Differentiation of pricing per weekday
 5. Optimization of price difference of one- vs. multi-day tickets

- Workshop content**
- Results of the data analysis
 - Focus interviews with different departments (sales, marketing, IT, etc.)
 - Pricing best practices from other ticketing industries

3 Based on a revenue simulation we can predict the effects each price optimization measure will have on the ticketing revenue



Effect on revenue = +590.000 EUR